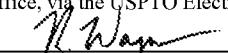


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                  |   |             |                    |
|------------------|---|-------------|--------------------|
| Inventor:        | SHOHAM et al.   | Examiner:   | John W. Van Bramer |
| Application No.: | 09/339,325  | Art Unit:   | 3622               |
| Filed:           | June 23, 1999   | Docket No.: | ARIBP032           |
| Title:           | UNIVERSAL ON-LINE TRADING MARKET DESIGN AND DEPLOYMENT SYSTEM |             |                    |

CERTIFICATE OF TRANSMISSION VIA EFS

I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office, via the USPTO Electronic Filing System on: January 15, 2009.

  
\_\_\_\_\_  
Robyn Wagner

**AMENDMENT O**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action mailed October 16, 2008. The following amendments and remarks are respectfully submitted.